

### REMARKS/ARGUMENTS

The Examiner found that claims 8-11, 19-21, and 29-32 would be allowed if rewritten in independent form. In response, Applicants have added the requirements of allowable claims 8, 19, and 21 into independent claims 1, 12, and 22 to place the case in condition for allowance.

In amending claims 1, 12, and 22 to include the requirements of claims 8, 19, and 29, Applicants consolidated certain of the requirements in the pre-amended claims 1, 12, and 22 and dependent claims 8, 19, and 29. For instance, the “accessing at least one content file” limitation of pre-amended claim 1 was removed because its requirements are now effectively found in the limitations of claims 8, 19, and 29 incorporated into claims 1, 12, and 22, respectively. Further, Applicants clarified the language of the amended claims by reciting that “at least one query”, as opposed to “a query” as included in the template and applied against the second database table. Moreover, Applicants further clarified the language by specifying “applying the at least one query from the template”, adding that the “at least one query” includes “the at least one value from the customer record”. Applicants further clarified that “at least one record” is determined, as apposed to “a record”, and that “at least one content file” is accessed, as recited in the pre-amended claims 1, 12, and 22.

Applicants further amended claims 9, 20, and 30 to depend from claims 1, 12, and 22.

Applicants amended claims 9-11, 20-22, and 30-32 to clarify that the “file” is a “content file”.

Applicants amended claim 32 to depend from claim 31, which provides the antecedent basis for the “container” element.

Applicants submit that these amendments place the case in condition for allowance.

### Conclusion

For all the above reasons, Applicant submits that the pending claims 1-7, 9-18, 20-28, and 30-32 are patentable over the art of record. Applicants have not added any claims. Nonetheless, should any additional fees be required, please charge Deposit Account No. 09-0457.

\\

\\

\\

The attorney of record invites the Examiner to contact him at (310) 553-7977 if the Examiner believes such contact would advance the prosecution of the case.

Dated: January 8, 2007

By: /David Victor/

David W. Victor  
Registration No. 39,867

Please direct all correspondences to:

David Victor  
Konrad Raynes & Victor, LLP  
315 South Beverly Drive, Ste. 210  
Beverly Hills, CA 90212  
Tel: 310-553-7977  
Fax: 310-556-7984